



Partnership
Profit
Power
Performance

PGA Certified Professional Program

Developing PGA Professionals for today's golf industry

The call of golf industry employers for enhanced business, financial and service performance by their management teams, led The PGA of America to develop a world-class program aligning the skills and knowledge of PGA Professionals with the changing dynamics of the industry.

The **PGA Certified Professional Program** answers that call.

Developed with the input of the PGA Employment Council -- comprised of highly respected leaders representing all types of golf facilities and industries -- the PGA Certified Professional Program enables PGA members committed to lifelong learning, to distinguish themselves as the game's leading managers.

Self Assessment

The PGA Certified Professional Program begins with a self assessment and evaluation of a PGA Professional's management style and knowledge.

Management Styles Assessment – Developed by Korn Ferry, the Management Style Assessment assists PGA Professionals by providing insight on their management styles under differing conditions, as well as discovering the type of work that truly motivates them.

Core Competencies Assessment — This measures a PGA Professional's depth of knowledge and comprehension of current industry best practices in 16 modules varying from business planning and budgeting to customer relations.

Career Specific Assessment — This evaluates a PGA Professional's skills and experience, and measures his or her level of expertise in their chosen career path.

PGA Certified Career Paths

The PGA Certified Professional Program guides PGA Professionals to one of six career paths for certification – General Management, Golf Operations, Instruction, Retail, Executive Management and Ownership/Leasing. Each path is supported by a curriculum of online courses leading to certification in their chosen field.

General Management

Designed for General Managers and Directors of Facility Operations.

Course Examples: Becoming a Manager, Finance Essentials, Leading a Team, Managing a Crisis, Understanding Contracts, Developing a Strategic Plan, Food and Beverage Management

Golf Operations

Designed for PGA Directors of Golf, PGA Head Professionals and PGA Assistant Professionals.

Course Examples: Making a Presentation, Leading an Effective Meeting, Conducting Performance Reviews, Managing Projects, Motivating Employees

